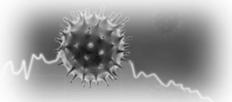


Marketing Your Infection Control Protocols During COVID-19



Mary Govoni, MBA, CDA, RDH
Mary Govoni & Associates



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From the largest multi-office practice to the smallest clinic, SciCan products are used to carefully and efficiently clean, disinfect and sterilize instruments to fight the spread of diseases like COVID-19, hepatitis B, hepatitis C, and HIV.



OPTIM 1



HYDRIM L110w



STATCLAVE

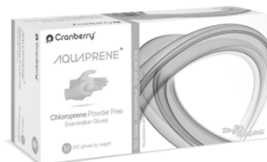
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Cranberry®

Since 1988, Cranberry has specialized in the development, manufacturing, and distribution of protective infection control solutions. Placing utmost importance on superior quality, protection, comfort, and strength, Cranberry has established itself as a leader in the dental industry with its stellar line of premium gloves, masks and rubber dams



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Through years of successful global partnerships, Cranberry products are available in almost every country across the world and is proud to have become one of the world's most trusted brands in the protective infection control space.



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For more information: <https://www.cranberryglobal.com>

Marketing Your Infection Control Protocols During COVID-19

Mary Govoni, MBA, CDA, RDH
Mary Govoni & Associates

Marketing is Key to Recovering Lost Revenue



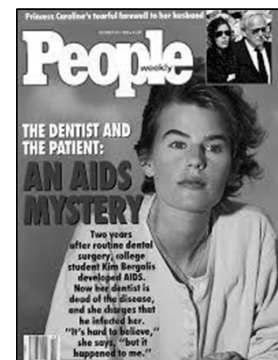
- Existing patients
- New patients



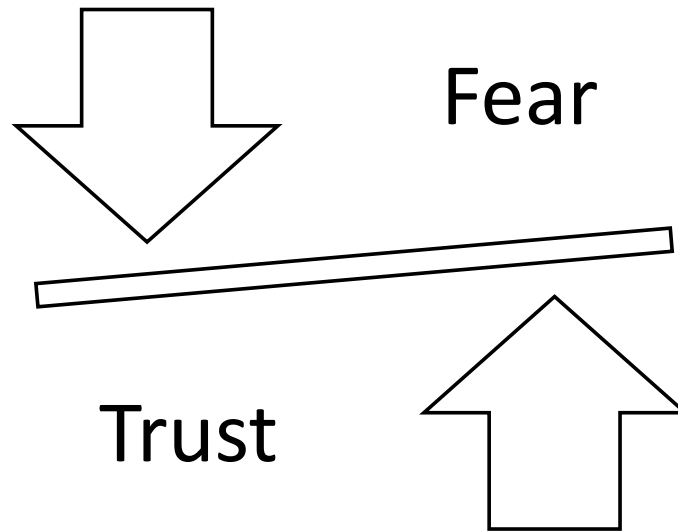
**History
repeats
itself**



Source: decisions in dentistry.com



Source: People.com



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Incorporate Safety into Your Brand



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Questions for Marketing/Branding Strategy:



Are you following
IPAC standards
and guidelines?



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What kind of a
statement does
your facility and
team make to
patients?

How do you
convey the
message of
safety
enhancements to
your patients?

Does charging an
IPAC fee hurt or
help?

IPAC Standards and Guidelines

- **OSHA**
 - General Workplace Safety Standard
 - Bloodborne Pathogens Standard
 - Hazard Communication Standard
 - Personal Protective Equipment Standard
 - Respiratory Protection



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IPAC Standards and Guidelines

- **CDC**
 - Guidelines for Hand Hygiene in Health Care Settings
 - Guidelines for Infection Control in Dental Health-Care Settings
 - Guidelines for Disinfection and Sterilization in Health-Care Settings
 - Summary of Infection Prevention Practices in Dentistry
 - Interim Infection Prevention and Control Guidance for Dental Settings During the COVID-19 Response
 - Interim Reopening Guidance for Dental Settings



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IPAC Standards and Guidelines

- State Dental Board Rules

<https://www.ada.org/en/education-careers/licensure/licensure-dental-students/state-dental-boards>

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Marketing 101

You are Your Brand

**Your Facility and Your Team are
Part of Your Brand and Your IPAC
Message**

**Does Your Facility/Office Visually
Represent Safety and Asepsis?**



Source: Design Ergonomics



Source: The Sun - UK

What Would You Change?



Source: Microcopy

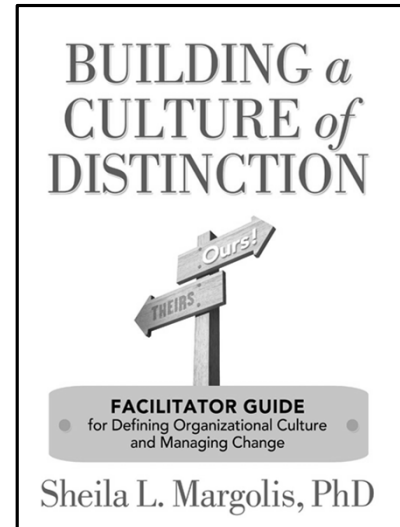
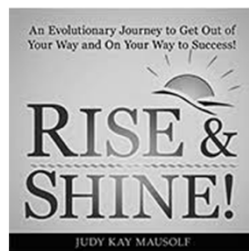
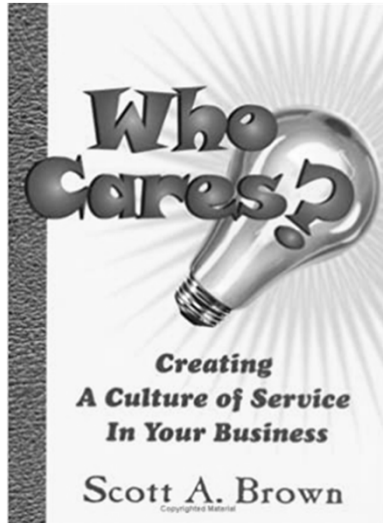
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How Does Your Team Represent Your Brand?



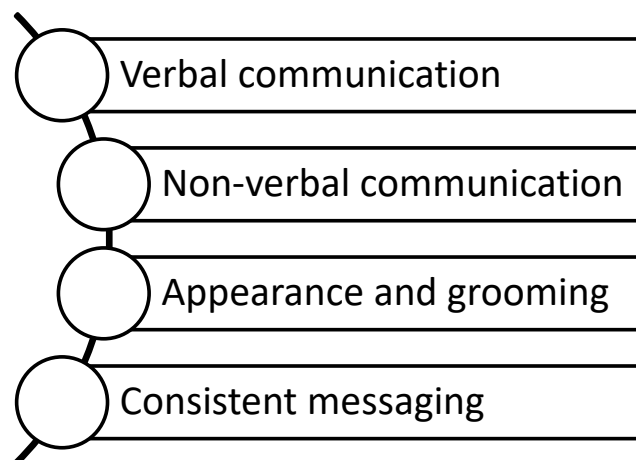
Does your practice have a clearly defined culture?

What is your practice culture?

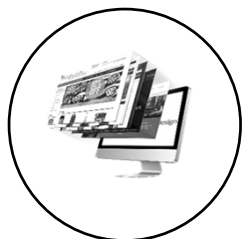


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How Does Your Team Represent Your Brand?



Communicating Your Message of Safety



Website



Social Media
Channels



Scheduling and
Confirmation



Phone:
Voice Mail
Message on Hold



Community
Activities

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Marketing IPAC on Your Website

- Create a tab for IPAC or Patient Safety
 - Photos or videos
 - Sterilization area <https://www.mymainstreetdental.com/>
 - Treatment rooms
 - Safety equipment
 - Virtual tours
 - Designate an IPAC coordinator to answer questions
 - Introduce on website
 - Create an email link

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Marketing IPAC on Your Website

- Patient testimonials
- Team testimonials
- Links to social media channels
 - YouTube videos
- Online surveys
- Online reviews



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Marketing IPAC on Your Social Media Sites

- Use several apps to reach all demographic groups.
- Designate team member to manage.
- Keep it updated.
- Video is very effective and engaging.
 - Instagram Live
 - Facebook Live
- Humor is a great way to make it memorable!



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Examples of Social Media IPAC Messaging

- https://youtu.be/cVjken_4YtY
- <https://youtu.be/k53DcnEenc>

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Marketing IPAC in Your Scheduling and Confirmations



Source: dentalhero.com

- Create a short script that can be used when patients call to schedule.
- Direct new patients to your website to see your IPAC strategy.

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Marketing IPAC in Your Scheduling and Confirmations

- Inform patients about screening protocols for COVID-19.
 - Use software platforms to send/receive screening forms.
 - Create a short video that can be shared on website, social media.
 - Two-way texting with patients from your computer system.
- Inform patients about limiting number of people that might accompany them to their appointment.
- Use touchless payment systems.



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Marketing IPAC in Your Scheduling and Confirmations

- Utilize teledentistry for screening and follow-up with patients.



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Marketing IPAC on Your Phone System

- Include a safety message in your voice mail message.
 - Assure patients about IPAC practices and safety during the COVID-19 pandemic.
 - Introduce the team member who is the IPAC coordinator.
 - Encourage patients to call or email with their questions.
- Using a “message on hold” service.
 - Include the information above.



Source: nowblitz.com

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Marketing IPAC in Community Activities

- Volunteering
 - Donating PPE
 - Donating oral hygiene products and personal care products
 - Encourage patient participation as well
 - Working with food banks and other social services
- Partner with medical practices/facilities
 - Promoting oral health as part of systemic health



Source: JCDA.CA

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Charging and IPAC Fee

- Covering costs for PPE and other modifications
 - Respirators
 - Gowns – changed after each patient
 - Hair and shoe coverings
 - Increased cost of all PPE (gloves, masks, disposable gowns)
- Air purification/filtration
- HVE

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Should you charge patients an IPAC fee?

Pros:

- Helps recover cost of PPE, equipment, time
- Makes insurance benefit plans aware of the widespread concern about the increased costs
- Makes infection prevention more tangible to patients

Cons:

- Could be a burden for patients
- May make patients angry if they perceive infection prevention to be an integral cost of doing business
- Likely not to be covered by dental benefit plans



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**What should the
fee be?**

**What can we
quantify?**



- **Cost of PPE**

- Mask or respirator
- Gown
- Gloves
- Face shield
- Hair covering
- Shoe covers

Calculate per patient visit

**What should the
fee be?**

**What can we
quantify?**



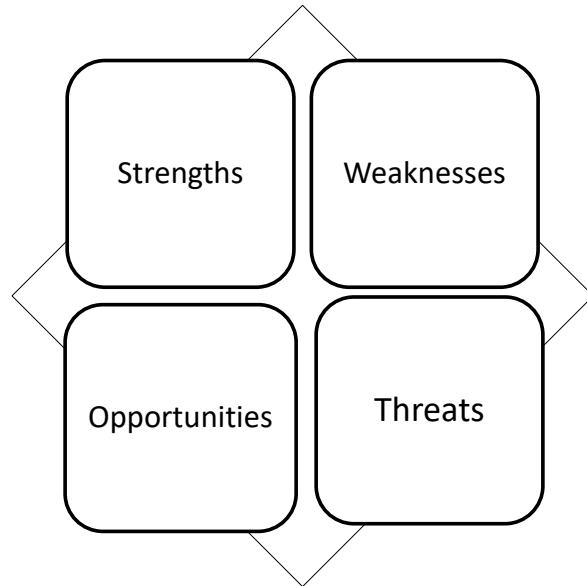
- **Cost of equipment**

- HVAC modifications
- Air purifiers
- HVE devices
- Thermometers
- Increased utility costs

Ammortize cost

Assess Your Current Branding Strategy

SWOT Analysis



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OPTIM 1



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Questions???

